

LAMPIRAN - LAMPIRAN

Lampiran 1 Kuesioner

KUESIONER PENELITIAN

PENGARUH GAYA HIDUP, PROMOSI PENJUALAN DAN *ONLINE COMSUMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK PADA *MARKETPLACE SOCIOLLA*

Guna penyusunan skripsi dalam rangka memenuhi syarat untuk dapat menyelesaikan program strata satu pada Fakultas Ekonomi dan Bisnia Institut Informatika Bisnis Darmajaya, diperlukan data-data dan informasi yang mendukung kelancaran penelitian ini. Demi tercapainya tujuan penelitian ini, maka penyusun mohon kesediaannya untuk menjadi responden dalam penelitian. Sebelumnya saya ucapkan terimakasih atas keluangan waktu yang diberikan untuk mengisi keusioner ini.

1. IDENTITAS RESPONDEN

1. Pernah melakukan pembelian melalui Sociolla minimal 1 kali.

- a. Ya b. Tidak

2. Memiliki akun SOCO.

- a. Ya b. Tidak

3. Usia

- 17 tahun
- 18-20 tahun
- 21-23 tahun
- 24-35 tahun

4. Status

- Pelajar
- Mahasiswa
- Karyawan
- Ibu Rumah Tangga

5. Pendidikan Terakhir

- SMA/SMK
- DIPLOMA

o S1

2. PETUNJUK PENGISIAN

Klik tanda dengan jawaban yang paling sesuai.

SS = Sangat Setuju

S = Setuju

CS = Cukup Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Gaya Hidup

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
Aktivitas						
1	Menggunakan skincare setiap hari adalah keharusan					
2	Menggunakan skincare untuk menunjang pekerjaan					
3	Berbelanja skincare secara rutin setiap bulannya					
Minat						
4	Lebih tertarik pada skincare yang berbahan alami					
5	Selalu mencari informasi tentang skincare					
Opini						
6	Penggunaan skincare menjadikan kulit lebih sehat					
7	Menggunakan skincare dapat meningkatkan kepercayaan diri					

1. Promosi Penjualan

No	Pernyataan	SS	S	CS	TS	STS
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		5	4	3	2	1
Frekuensi Promosi						
1	Selalu uptodate dalam menginformasikan event					
2	Sering mengadakan potongan harga dari bermacam merek					
Kualitas Promosi						
3	Mudah menemukan voucher di media sosial Sociolla					
4	Kode voucher selalu bisa digunakan					
Waktu Promosi						
5	Sociolla memberikan potongan harga pada hari-hari tertentu					
6	pada jam tertentu sociolla menawarkan potongan harga spesial					
Ketetapan dan Kesesuaian Sasaran Promosi						
7	Produk diskon di Sociolla tetap memuaskan					
8	Pilihan voucher yang beragam sesuai dengan jumlah produk yang dibeli					

2. *Online Consumer Review*

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
Kesadaran						
1	Akan membaca ulasan sebelum melakukan checkout					
2	Ulasan membantu dalam memilih produk					
Frekuensi						
3	Selalu membaca ulasan setiap hendak melakukan pembelian produk					
4	Ulasan memberikan banyak					

	pertimbangan baik					
Perbandingan						
5	Selalu membandingkan ulasan konsumen satu dengan lain					
6	Selalu membandingkan jumlah ulasan negatif dengan positif					
Pengaruh						
7	Semakin banyak ulasan positif akan meyakinkan untuk melakukan pembelian					
8	Terkadang ulasan negatif lebih berpengaruh dibandingkan positif					

3. Keputusan Pembelian

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
Pemilihan Produk						
1	Hanya membeli produk kosmetik yang sesuai kebutuhan					
2	Keberagaman produk memudahkan untuk melakukan pembelian					
Pemilihan Merek						
3	membeli produk yang menawarkan potongan harga					
4	Hanya menggunakan merek yang sudah dipercaya					
Penentuan Waktu						
5	Akan langsung melakukan checkout tanpa melihat ulasan produk					
6	Penawaran potongan harga menjadi alasan untuk langsung melakukan <i>checkout</i>					
Metode Pembayaran						

7	Banyak pilihan untuk melakukan pembayaran					
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Lampiran 2 Pengumpulan Data Jawaban Responden

Gaya Hidup

Hasil Pernyataan Gaya Hidup							Total
4	4	5	4	4	5	5	31
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5	5	4	5	5	5	5	34
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4	4	3	4	5	5	4	29
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2	1	1	5	1	3	1	14
2	1	3	4	4	3	3	20
5	5	3	5	4	5	5	32
5	4	5	5	5	5	5	34

Promosi Penjualan

Hasil Pernyataan Promosi Penjualan								Total
2	4	2	2	4	4	5	3	26
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3	3	4	2	4	4	5	5	30

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4	4	5	5	3	5	5	3	34
4	4	3	5	5	5	3	5	34
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4	4	4	4	5	5	5	5	36
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4	4	4	4	4	5	5	5	35
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2	3	2	1	4	4	3	4	23

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2	4	1	1	4	5	5	3	25
3	4	3	2	5	5	4	2	28
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4	3	4	4	3	4	3	5	30
3	4	2	1	4	4	4	4	26
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2	3	3	2	4	4	2	3	23
5	4	4	5	5	5	5	5	38
5	4	5	4	4	5	4	4	35

Online Consumer Review

Hasil Pernyataan <i>Online Consumer Review</i>								Total
2	1	2	3	4	4	4	5	25
5	4	5	5	4	5	5	5	38
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4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
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5	4	5	2	3	1	5	1	26
5	5	5	5	5	5	5	5	40
2	1	2	2	2	3	2	2	16
5	5	5	5	5	5	5	5	40
5	4	4	4	4	4	5	5	35

5	5	5	5	5	5	5	4	39
4	4	4	4	4	4	4	4	32

Keputusan Pembelian

Hasil Pernyataan Keputusan Pembelian							total
3	4	1	2	3	1	5	19
4	4	5	5	2	5	5	30
4	4	4	4	2	4	4	26
5	4	5	4	4	5	5	32
3	4	3	2	4	2	4	22
5	5	4	5	3	3	3	28
5	3	4	1	2	2	5	22
5	3	4	5	2	3	4	26
5	5	5	4	1	3	4	27
2	3	2	4	3	2	3	19
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
5	5	5	5	2	3	5	30
5	4	5	5	3	5	5	32
1	1	3	4	1	3	3	16
5	5	4	5	5	5	5	34
5	4	5	5	1	3	5	28
5	5	5	5	5	5	5	35
5	5	4	4	3	3	4	28
4	3	3	4	1	3	4	22
5	5	5	5	5	5	5	35
4	4	3	4	3	4	4	26
4	4	4	4	4	4	4	28
5	5	5	5	5	5	5	35
4	3	3	4	3	3	4	24
5	3	4	5	1	4	5	27
5	4	2	5	2	2	5	25
4	4	4	4	3	4	4	27
4	4	5	5	1	5	5	29
3	3	3	5	3	3	5	25
3	3	3	5	3	3	5	25
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
3	4	3	4	4	5	4	27
3	3	3	4	2	2	3	20
4	3	3	2	4	4	3	23
4	4	4	4	3	4	4	27

5	4	4	4	3	4	5	29
5	4	5	4	2	4	4	28
4	4	5	5	3	5	4	30
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28
3	3	3	3	3	3	3	21
5	5	5	5	2	5	5	32
4	4	5	5	3	3	5	29
3	3	3	3	3	3	3	21
4	4	4	4	3	4	4	27
4	4	5	5	3	3	5	29
5	1	3	5	3	5	3	25
4	4	5	5	2	4	4	28
4	4	4	4	4	4	4	28
4	4	5	5	2	4	4	28
4	4	4	4	4	4	4	28
5	3	3	4	1	5	5	26
2	2	2	2	2	2	2	14
5	5	5	4	3	5	5	32
4	3	5	5	5	5	5	32
4	4	4	5	5	5	5	32
5	5	5	5	2	5	5	32
4	4	4	4	4	4	4	28
4	4	2	3	3	3	4	23
5	5	5	5	2	3	4	29
4	4	5	4	3	4	4	28
4	3	3	5	2	2	4	23
5	5	4	5	2	5	5	31
3	3	3	3	3	3	3	21
4	4	4	4	4	5	5	30
3	3	2	2	3	2	4	19
2	2	2	2	2	2	2	14
2	2	2	2	2	1	2	13
1	3	1	1	3	2	1	12
4	4	4	4	4	4	5	29
5	4	5	4	1	4	4	27
4	5	5	4	1	4	4	27
5	5	5	5	2	5	5	32
4	4	4	4	1	1	3	21
4	4	5	5	2	5	4	29
5	4	3	5	5	3	5	30
5	5	3	5	1	3	5	27

5	5	5	5	5	5	5	35
5	5	5	5	1	4	4	29
4	5	5	5	1	2	5	27
5	4	3	3	2	4	4	25
5	5	5	5	1	4	4	29
3	3	3	4	1	3	3	20
1	3	3	5	1	1	5	19
4	3	5	5	2	3	5	27
5	5	3	5	3	4	4	29
4	3	3	5	2	3	4	24
5	3	5	4	2	3	4	26
5	4	4	4	2	3	5	27
1	4	2	3	1	3	4	18
3	4	4	3	1	4	4	23
5	3	4	4	3	2	4	25
5	5	3	5	1	1	4	24
5	3	4	5	1	4	3	25
4	4	4	4	4	4	4	28
3	3	3	3	3	3	3	21
3	3	3	3	3	3	3	21
4	4	4	3	2	3	4	24
5	4	4	5	2	3	4	27
4	4	4	4	1	1	4	22
4	4	3	4	4	3	4	26
3	3	3	3	1	4	5	22
4	5	4	3	3	5	4	28
3	5	4	4	5	4	4	29
2	4	5	4	3	4	5	27
4	4	3	2	1	4	4	22
3	4	1	2	5	1	5	21
3	4	2	3	2	2	4	20
3	4	3	2	5	2	4	23
3	3	3	3	3	3	3	21
4	3	3	3	2	3	4	22
3	3	4	5	5	4	3	27
4	3	4	4	4	4	4	27
5	5	4	4	5	4	3	30
4	3	3	4	4	4	3	25
4	3	5	4	3	3	4	26
4	3	5	4	3	3	4	26
2	3	4	2	4	5	5	25
5	4	4	4	2	4	4	27

4	4	2	4	1	3	4	22
5	5	4	2	1	4	5	26
2	4	4	5	1	5	4	25
4	4	4	5	3	2	3	25
3	3	3	3	3	4	4	23
5	5	4	3	3	5	3	28
4	4	3	3	4	4	5	27
3	4	4	4	5	3	4	27
4	4	4	5	5	4	4	30
5	4	4	5	1	3	2	24
5	4	3	3	2	3	5	25
5	2	3	4	3	3	4	24
4	5	4	4	3	4	5	29
3	4	2	3	1	2	4	19
5	1	5	5	1	4	4	25
5	4	1	4	1	3	5	23
5	4	1	4	1	3	5	23
5	4	5	4	4	5	5	32
5	5	5	5	5	5	5	35
5	5	3	4	2	2	4	25
4	4	4	4	3	3	4	26
5	5	5	5	2	2	5	29
1	4	2	3	1	3	4	18
4	5	5	5	1	3	5	28
2	3	3	3	2	3	3	19
5	3	3	5	3	3	3	25
5	5	1	4	1	4	4	24
4	4	4	5	3	4	4	28
4	4	4	4	4	5	4	29

Lampiran 3 Hasil Jawaban Kuesioner

X1_P1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	9	6.0	6.0	6.7
	3	25	16.7	16.7	23.3

	4	59	39.3	39.3	62.7
	5	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

X1_P2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	6.0	6.0	6.0
	2	7	4.7	4.7	10.7
	3	25	16.7	16.7	27.3
	4	52	34.7	34.7	62.0
	5	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

X1_P3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	10	6.7	6.7	8.7
	3	50	33.3	33.3	42.0
	4	45	30.0	30.0	72.0
	5	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

X1_P4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	1	.7	.7	1.3
	3	19	12.7	12.7	14.0
	4	54	36.0	36.0	50.0
	5	75	50.0	50.0	100.0
	Total	150	100.0	100.0	

X1_P5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7
	2	6	4.0	4.0	6.7
	3	22	14.7	14.7	21.3
	4	56	37.3	37.3	58.7
	5	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

X1_P6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	3	2.0	2.0	3.3
	3	13	8.7	8.7	12.0
	4	43	28.7	28.7	40.7
	5	89	59.3	59.3	100.0
	Total	150	100.0	100.0	

X1_P7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	5	3.3	3.3	5.3
	3	15	10.0	10.0	15.3
	4	55	36.7	36.7	52.0
	5	72	48.0	48.0	100.0
	Total	150	100.0	100.0	

X2_P1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7

	2	12	8.0	8.0	10.7
	3	47	31.3	31.3	42.0
	4	58	38.7	38.7	80.7
	5	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

X2_P2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	10	6.7	6.7	7.3
	3	37	24.7	24.7	32.0
	4	67	44.7	44.7	76.7
	5	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

X2_P3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	12	8.0	8.0	10.0
	3	45	30.0	30.0	40.0
	4	68	45.3	45.3	85.3
	5	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

X2_P4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	5.3	5.3	5.3
	2	15	10.0	10.0	15.3
	3	44	29.3	29.3	44.7
	4	54	36.0	36.0	80.7

	5	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

X2_P5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	8	5.3	5.3	6.0
	3	39	26.0	26.0	32.0
	4	74	49.3	49.3	81.3
	5	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

X2_P6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	6	4.0	4.0	5.3
	3	29	19.3	19.3	24.7
	4	71	47.3	47.3	72.0
	5	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

X2_P7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	7.3	7.3	7.3
	3	29	19.3	19.3	26.7
	4	76	50.7	50.7	77.3
	5	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

X2_P8					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	9	6.0	6.0	7.3
	3	32	21.3	21.3	28.7
	4	65	43.3	43.3	72.0
	5	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

X3_P1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	6	4.0	4.0	6.0
	3	16	10.7	10.7	16.7
	4	53	35.3	35.3	52.0
	5	72	48.0	48.0	100.0
	Total	150	100.0	100.0	

X3_P2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	6.7	6.7	6.7
	2	10	6.7	6.7	13.3
	3	17	11.3	11.3	24.7
	4	56	37.3	37.3	62.0
	5	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

X3_P3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7

	2	6	4.0	4.0	6.7
	3	15	10.0	10.0	16.7
	4	55	36.7	36.7	53.3
	5	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

X3_P4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	14	9.3	9.3	11.3
	3	15	10.0	10.0	21.3
	4	49	32.7	32.7	54.0
	5	69	46.0	46.0	100.0
	Total	150	100.0	100.0	

X3_P5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.3	3.3	3.3
	2	8	5.3	5.3	8.7
	3	21	14.0	14.0	22.7
	4	54	36.0	36.0	58.7
	5	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

X3_P6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	6.7	6.7	6.7
	2	13	8.7	8.7	15.3
	3	16	10.7	10.7	26.0
	4	51	34.0	34.0	60.0
	5	60	40.0	40.0	100.0

	Total	150	100.0	100.0	
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X3_P7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	7	4.7	4.7	6.7
	3	13	8.7	8.7	15.3
	4	42	28.0	28.0	43.3
	5	85	56.7	56.7	100.0
	Total	150	100.0	100.0	

X3_P8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.0	4.0	4.0
	2	18	12.0	12.0	16.0
	3	24	16.0	16.0	32.0
	4	54	36.0	36.0	68.0
	5	48	32.0	32.0	100.0
	Total	150	100.0	100.0	

Y_P1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.3	3.3	3.3
	2	8	5.3	5.3	8.7
	3	25	16.7	16.7	25.3
	4	57	38.0	38.0	63.3
	5	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

Y_P2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	4	2.7	2.7	4.7
	3	40	26.7	26.7	31.3
	4	70	46.7	46.7	78.0
	5	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

Y_P3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.0	4.0	4.0
	2	12	8.0	8.0	12.0
	3	41	27.3	27.3	39.3
	4	51	34.0	34.0	73.3
	5	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

Y_P4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	12	8.0	8.0	9.3
	3	23	15.3	15.3	24.7
	4	59	39.3	39.3	64.0
	5	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

Y_P5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	22.7	22.7	22.7
	2	34	22.7	22.7	45.3
	3	43	28.7	28.7	74.0
	4	23	15.3	15.3	89.3
	5	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

Y_P6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.7	4.7	4.7
	2	18	12.0	12.0	16.7
	3	48	32.0	32.0	48.7
	4	48	32.0	32.0	80.7
	5	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

Y_P7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	4	2.7	2.7	3.3
	3	23	15.3	15.3	18.7
	4	72	48.0	48.0	66.7
	5	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

Lampiran 4 **Karakteristik Responden**

1. Berdasarkan Usia

Gaya Hidup	Pearson Correlation	1	.400*	.338	.374*	.741**	.277	.423*	.761**
	Sig. (2-tailed)		.029	.068	.042	.000	.138	.020	.000
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.400*	1	.558**	.214	.468**	.057	.495**	.709**
	Sig. (2-tailed)	.029		.001	.255	.009	.765	.005	.000
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.338	.558**	1	.118	.631**	.348	.318	.724**
	Sig. (2-tailed)	.068	.001		.536	.000	.059	.087	.000
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.374*	.214	.118	1	.363*	.086	.053	.431*
	Sig. (2-tailed)	.042	.255	.536		.048	.651	.782	.017
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.741**	.468**	.631**	.363*	1	.360	.573**	.891**
	Sig. (2-tailed)	.000	.009	.000	.048		.051	.001	.000
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.277	.057	.348	.086	.360	1	.353	.482**
	Sig. (2-tailed)	.138	.765	.059	.651	.051		.056	.007
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.423*	.495**	.318	.053	.573**	.353	1	.689**
	Sig. (2-tailed)	.020	.005	.087	.782	.001	.056		.000
	N	30	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.761**	.709**	.724**	.431*	.891**	.482**	.689**	1
	Sig. (2-tailed)	.000	.000	.000	.017	.000	.007	.000	
	N	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

2. Promosi Penjualan

Correlations										
Promosi penjualan	Pearson Correlation	1	.529**	.734**	.638**	.318	.221	-.121	.305	.685**
	Sig. (2-tailed)		.002	.000	.000	.081	.232	.516	.095	.000
	N	31	31	31	31	31	31	31	31	31
Promosi penjualan	Pearson Correlation	.529**	1	.608**	.566**	.648**	.468**	.198	.161	.762**
	Sig. (2-tailed)	.002		.000	.001	.000	.008	.286	.386	.000

	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.603**	.458*	1	.442*	.086	.735**	.347	.776**
	Sig. (2-tailed)	.000	.011		.014	.650	.000	.061	.000
	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.319	.244	.442*	1	.004	.575**	.163	.583**
	Sig. (2-tailed)	.086	.193	.014		.982	.001	.391	.001
	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.135	.482**	.086	.004	1	.366*	.117	.518**
	Sig. (2-tailed)	.478	.007	.650	.982		.047	.540	.003
	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.363*	.339	.735**	.575**	.366*	1	.324	.809**
	Sig. (2-tailed)	.048	.067	.000	.001	.047		.081	.000
	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.518**	.327	.347	.163	.117	.324	1	.532**
	Sig. (2-tailed)	.003	.078	.061	.391	.540	.081		.002
	N	30	30	30	30	30	30	30	30
keputusan pembelian	Pearson Correlation	.733**	.741**	.776**	.583**	.518**	.809**	.532**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.003	.000	.002	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 6 Uji Reliabilitas Kuesioner 30 Responden

1. Gaya Hidup

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	7

2. Promosi Penjualan

Reliability Statistics	
Cronbach's Alpha	N of Items
.848	8

3. Online Consumer Review

Reliability Statistics	
Cronbach's Alpha	N of Items
.927	8

4. Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	7

Lampiran 7 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test				
		Unstandardized Residual	Unstandardized Residual	Unstandardized Residual
N		150	150	150
Normal Parameters ^{a,b}	Mean	.0000000	.0000000	.0000000
	Std. Deviation	3.79528794	3.21107470	3.47138298
Most Extreme Differences	Absolute	.063	.058	.056
	Positive	.063	.045	.056
	Negative	-.062	-.058	-.039
Test Statistic		.063	.058	.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}	.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 8 Uji Linieritas

1. Gaya Hidup

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	1143.305	19	60.174	4.437	.000
		Linearity	759.933	1	759.933	56.040	.000
		Deviation from Linearity	383.372	18	21.298	1.571	.077

	Within Groups	1762.855	130	13.560		
	Total	2906.160	149			

2. Promosi Penjualan

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	1643.989	22	74.727	7.519	.000
		Linearity	1369.821	1	1369.821	137.832	.000
		Deviation from Linearity	274.168	21	13.056	1.314	.178
	Within Groups		1262.171	127	9.938		
	Total		2906.160	149			

3. Online Consumer Review

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X3	Between Groups	(Combined)	1328.527	21	63.263	5.133	.000
		Linearity	1110.636	1	1110.636	90.111	.000
		Deviation from Linearity	217.891	20	10.895	.884	.607
	Within Groups		1577.633	128	12.325		
	Total		2906.160	149			

Lampiran 9 Hasil Uji Multikolinieritas

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.591	1.691
	X2	.485	2.060
	X3	.615	1.627

a. Dependent Variable: Y

Lampiran 10 Regresi Linier Berganda

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.735 ^a	.540	.530	3.027	1.771

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1568.169	3	522.723	57.039	.000 ^b
	Residual	1337.991	146	9.164		
	Total	2906.160	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.480	1.689		3.245	.001
	X1	.077	.068	.083	1.138	.257
	X2	.369	.066	.449	5.569	.000
	X3	.215	.050	.306	4.267	.000

a. Dependent Variable: Y

Lampiran 11 Hasil Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.480	1.689		3.245	.001
	X1	.077	.068	.083	1.138	.257
	X2	.369	.066	.449	5.569	.000
	X3	.215	.050	.306	4.267	.000

a. Dependent Variable: Y

Lampiran 12 **Hasil Uji F**

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1568.169	3	522.723	57.039	.000 ^b
	Residual	1337.991	146	9.164		
	Total	2906.160	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2